

EAST DUBUQUE Register

advertising rates

January 2010



:: Display Advertising

Open Rate \$5.00
 Pick up from TH: \$2.50

:: Classified Advertising

	1 to 4 lines	Each Add'l line
Private Party	\$3.15	\$0.35
Commercial	\$3.94	\$0.55

Classified advertisements are payable prior to publication.

:: Other Advertising Rates

National	\$6.00
Legal	\$4.65
Political*	\$5.15
Charitable/Non-profit	\$4.15
Demand position (per inch)	\$0.75

Inserts are not accepted.

*Payable in advance of publication. Subject to verification

:: Deadline

Space & copy due Monday at Noon. When a major holiday falls on Monday, space and copy are due Friday at noon.

:: Partnership With Telegraph Herald

An advertisement first appearing in the Telegraph Herald (Dubuque, Iowa) may be placed in the East Dubuque Register, without copy changes, at a discount of 25% from the applicable East Dubuque Register rate.

:: Color

Create a stronger desire for your products and services by investing in color. Studies have proven that color increases recognition by 62%.

1 color \$55 2 color \$80 3 color \$95

Source: Newspaper Association of America (NAA) Roper Starch

:: Mechanical Specifications

4 Column Tab

1 Column.....	2.45"
2 Column.....	5.187"
3 Column.....	7.845"
4 Column.....	10.5"

:: Policies/Terms

The East Dubuque Register publishes each Friday. Circulation: 950 (unaudited). All advertising rates are net non-commissionable. Ads cancelled after deadline are charged 25% of the space investment. All accounts, with approved credit, must be paid by the 25th day of each month. There will be a 1 1/2% service charge monthly thereafter on unpaid balances. An account declared delinquent may result in contract cancellation and adjustment to an earned rate for all space that has been run since the date of the contract. Contract advertising must be inserted in a 12-month time frame from date of contract. Contracts must be signed within first month prior to billing of first insertion.

Acceptability - The Publisher reserves the right to edit, reject or cancel any advertisement.

Liability - The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the Publisher.

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A division of Woodward Communications, Inc.

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